

eMEDIA HOLDINGS LIMITED
(Incorporated in Republic of South Africa)
Registration number: 1968/011249/06
JSE share code: EMH IZIN: ZAE000208898
JSE share code: EMN IZIN: ZAE000209524
("eMedia Holdings" or "the Group")

TRADING STATEMENT

In terms of section 3.4 (b) of the JSE Limited Listings Requirements, companies are required to publish a trading statement as soon as they are reasonably certain that the financial results for the current reporting period will be more than 20% different than that of the previous corresponding period.

The directors of eMedia Holdings hereby advise shareholders that, in respect of the consolidated financial results for the six months ended 30 September 2021, earnings per share and headline earnings per share are expected to vary by the amounts included in the table below:

	30 September 2021 Range%	30 September 2021 Between	30 September 2020
Continuing operations:			
Earnings per share (cents)	Increase between 2264% - 2281%	27.9 and 28.1	1.18
Headline earnings per share (cents)	Increase between 2344% - 2362%	28.6 and 28.8	1.17
Discontinuing operations:			
Loss per share (cents)	Decrease between 74% - 91%	(0.2) and (0.6)	(2.3)
Headline loss per share (cents)	Decrease between 63% - 82%	(0.3) and (0.6)	(1.63)
Total operations:			
Earnings / (Loss) per share (cents)	Increase between 2555% - 2573%	27.5 and 27.7	(1.12)
Headline earnings / (loss) per share (cents)	Increase between 6233% - 6250%	28.21 and 28.29	(0.46)

The biggest impact on the interim results of the Group is due to a resurgence in the television and radio advertising spend as the world and South Africa becomes accustomed to the "new normal" brought about by the on-going Covid-19 pandemic. The recovery in advertising spend has seen the Group end the period 54% ahead of the prior year for television advertising revenue and 59% ahead of the prior year for its radio asset. The increase when compared to 30 September 2019 is 23% and 17% for television and radio advertising revenue respectively.

During this time of Covid-19 market share for the Group has in fact increased to 31.8% in September for prime time, this is compared to the prior year of 26.0%. The 06h00 to 24h00 share as at the end September 2021 is at 30.9% for the Group compared to 26.4% the prior year. This making the Group the most watched broadcaster in South Africa.

The rest of the group has also seen a return in revenue compared to the prior year as international travel restrictions eased as most of the entities deal with international production houses.

The financial information on which this trading statement is based has not been reviewed or reported upon by the Group's auditors.

The Group's results for the six months ended 30 September 2021 is expected to be published on or about 25 November 2021.

Johannesburg
10 November 2021

Sponsor
Investec Bank Limited